



Brancel Encourages Participation in Aquaculture Day

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MADISON – Fish are not just for the Friday night fish fry anymore. Wisconsin aquaculture is an important agriculture industry and offers a healthy product to enjoy year-round. Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel encourages consumers to join him in visiting their local fish farm on Aquaculture Day July 21 to learn more about this fishy business.

“Aquaculture Day offers a unique experience to learn more about the production of the farm-raised fish in Wisconsin by taking a tour, participating in fishing, seeing cooking demonstrations and hearing educational talks,” said Brancel. “By learning more first-hand, consumers will have a greater appreciation for the aquaculture industry, which continues to innovate and grow to meet the demand of the marketplace.”

Brancel will visit Nelson and Pade, Inc. in Montello to commemorate Aquaculture Day. Nelson and Pade, Inc. specializes in aquaponics and controlled environment agriculture. Six fish farms across the state will be open to the public on July 21. Details on the six host farm locations and their activities are available at www.wisconsinaquaculture.com, under “Events.”

Fish are high in protein and potassium and low in fat, calories and cholesterol. When buying locally-grown fish, consumers are supporting their local farms and local economy. Wisconsin aquaculture has a \$21 million economic impact with more than 2,400 fish farms across the state. Fish farms in Wisconsin raise fish for food, stocking and bait. Our state ranks first in the Midwest for aquaculture production.

For more information, contact Wisconsin Aquaculture Association Secretary Cindy Johnson at 715-373-2990. Connect with DATCP on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.

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Peter Fritsch, manager of Rushing Waters Fisheries in Palmyra, takes a photo with a visitor who was fee fishing with her family. Rushing Waters is one of six farms open for Aquaculture Day July 21.